

TOMORROW NIGHT

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Opening of Season At Buckroe Beach

DANCING AND ALL AMUSEMENTS

SPECIAL ATTRACTION

Balloon Ascension and Parachute Drop By the World Famed Aeronaut

PROF. ED. R. HUTCHISON

== PLENTY OF THROUGH CARS ON BOTH LINES ==

AMERICAN CHEESE IN GERMAN MARKET

Great Quantity of It is Used and
and Yankee Farmers Could
Well Supply Demand.

HOLLAND NOW CONTROLS TRADE

Goods Must Be Well Made and
Packed so Product Will be Re-
ceived in Fine Shape—Millions of
Dollars in the Business Which is
Now Lost.

The Germans are very fond of
cheese, and they cannot produce any-
thing like the amount they consume
in their own dairies. The result is
that they import great quantities an-
nually, but very little of it comes
from the United States, which ex-
ports a great deal to other countries.

In 1905 the imports of cheese into
the empire of Germany amounted in
value to \$6,562,612. The principal
countries of its origin being Holland,
Switzerland and France.

The native cheese of Germany is
manufactured in small dairies, from
skimmed milk, but little full cream-
milk cheese being produced. The
supply of the latter for German con-
sumption is made in the territory
contiguous to Holland, Switzerland
and Denmark.

Experts acquainted with the Ger-
man market's requirements are of
the opinion that certain kinds of
cheese, for which there is a steady
demand, could be profitably exported
from the United States and find a
ready sale in Germany.

Leaving out of consideration the
fancy grades, such as the genuine
Stilton, Roquefort, Camembert, Go-
ganzola, etc., which may be classed
as luxuries, one of the obvious op-
portunities for the American manu-

facturer would be what is known in
the United States as "store cheese,"
and which is made excellently in
Wisconsin, Iowa and several other
states. This, when somewhat dryer
than it is usually sold in the United
States, is similar to the ordinary
grades of Holland cheese, which
forms the bulk of the German im-
ports.

Just Like American Goods.
There are some twenty varieties
of the Dutch cheese, all more or
less of the same nature as that pro-
duced in this country, the American
"old store cheese," resembling the
cheaper grades, and the "new store
cheese," the finer qualities, especially
the so-called Tilsiter cheese.

About a year ago, a Toronto (Can-
ada) dairy company, after making a
careful study of the German market,
succeeded in effecting an arrangement
under which it has sold monthly
ever since more than two thousand
pounds of cheese similar to the ordi-
nary qualities imported from Hol-
land.

Dutch full-cream cheese is sold at
wholesale in Germany at from 15 to
17 cents a pound, and at retail from
21 to 23 cents. When it is borne in
mind that Holland alone in 1905 sent
cheese valued at \$2,836,000 to Ger-
many, only a small portion of which
consisted of the finer grades, such as
the Edam, the production of which in
the United States might prove dif-
ficult, the importance of the market
for the cheese of the kind exported
by the enterprising Canadian firm
will be apparent.

Switzerland Big Seller.
After Holland, Switzerland, which
sent \$217,300 worth of cheese to Ger-
many last year, is the second most
important exporter to the empire.
The Swiss hard cheese is a favorite,
not only in Germany, but in the United
States, to which country a great
deal is exported.

The agricultural department of our
government is making a study of
hard Swiss cheese, and is endeavor-
ing to encourage the production of
American cheese that will be equal
to the Swiss product. In the opinion
of a German dairy expert, we ought
to be able to produce it in this coun-
try at a cost of not more than two
cents a pound more than in Switzer-
land. If this is correct, and Ameri-
can hard cheese could be produced
at from 11 to 12 cents a pound, it

would be cheaper than the Swiss ar-
ticle, and, if of the same quality,
would find a ready sale in Germany,
where what is known as Swiss cheese
sells at wholesale as high as 18 cents
a pound.

No Better Than Foreign Cheese.
Unlike American shoes, American
cheese possesses no such intrinsic
superiority as to easily promote an
export trade, unless the American
dairyman makes a serious and sys-
tematic effort to satisfy the require-
ments of the German consumer, and
to meet the competition of those na-
tions which have already estab-
lished a trade with that country. For
this purpose it will be necessary to
ascertain just what is demanded by
the local trade, while samples of the
cheese proposed to export should be
exhibited so that the Germans could
test it.

How well an American brand of
cheese would be received in the Ger-
man market can only be ascertained
by experiment. In any event, the
brand should be protected against
inferior imitations, by trade mark.

To build up a new foreign busi-
ness, it is essential that the qual-
ity of the article should be uni-
form and good, that it should be
carefully packed for transit, and that
the shipments should be made regu-
larly.

No permanent trade of value can
be maintained if the orders of the
foreign buyer are neglected when-
ever a press of domestic orders or
the fluctuations of the home market
render such a course for the time be-
ing convenient to the seller.—New
York Tribune.

SMALL PRICES FOR RELICS.

Colonial Souvenirs in Franconia.
Tavern Sold at Auction.

To make way for the Sons of the
Revolution, to whom the property
will be turned over to-day, all the
Colonial and revolutionary relics
that filled Franconia's Tavern, at Pearl
and Broad streets, were sold at auc-
tion. The prices were as small as
the crowd that attended the sale.

Among the articles sold were an
engraving of the tavern, with a sub-
joined bill receipted by Samuel
Franconia for supplies furnished to
President Washington's household,
which brought \$20; a round table
used by Washington and his advisers
for consultation, \$50; and a mirror,

said to have been looked into by
Washington, fifty cents.

Among the lengthy list of other
relics sold were several old engrav-
ings and etchings, together with
numerous muskets, swords and pis-
tols. There were also auctioned off
an old oil painting of Washington's
triumphal entry into New York, an
engraving of him receiving a salute
on the battleship of Trenton and a
copy of his farewell address to his
officers.—New York Herald.

WIFE MOCKS MINISTER.

Preacher Says Woman Made Faces
at Him.

(Special to the Daily Press.)
ANDERSON, IND., May 10.—Rev.
James E. Haffner pastor of the Uni-
versalist church of this city, filed suit
for divorce today, alleging that his
wife, Bertha Haffner, has stigmat-
ized him professionally and treated
him cruelly.

He says his wife marked passages
in his Bible so as to confuse him in
the delivery of his sermons, and
often sat in church and made faces
at him as he attempted to preach.

He is a sad sort of jester who
starts an untrue report of the as-
sassination of a Russian official these
days.—Buffalo Express.

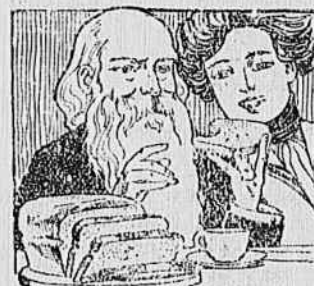
There Are Others

but only one Buckingham Lithia Wa-
ter—that is being sold to and recom-
mended by our local physicians and
druggists—owing to its great value to
those suffering with bad stomachs,
kidneys or impure blood—that many
local testimonials bespeak and then
it is sold today at 75 cents for five
gallons. That puts it in reach of
every one.

Newport News Bottling Co.

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